B-14

Ben Hogan

Seventy-One Golf Equipment

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To my friends and associates in golfing...

Chances are you share with me a basic conviction about golf: that it is the best of all games, the most interesting, the most demanding, the most rewarding.

Because the game of golf is challenging above all others, all of us at the Ben Hogan Company are challenged to make the finest possible equipment, so that your golf game will become more interesting and rewarding.

My staff and I have only one goal: perfection. We are dedicated to making golf equipment of such thorough concept, meticulous design and unvarying quality that your golfing skill will recognize the built-in direction and assistance provided by *Ben Hogan*® equipment.

Our 1971 products are engineered to express even more fully my desire to help your game. Precision manufacturing methods assure you that every Ben Hogan club is identical to the master models designed under my personal supervision. These methods result in equipment that is functionally superior to anything even the finest manual craftsman could make.

We believe that you share with us still another basic idea about golfing: that the Golf Professional is the *only* person qualified to recommend and properly fit golfing equipment. This is why Ben Hogan equipment is available *only* through Golf Professional Shops.

Ben Hogan

1971 Ben Hogan Golf Balls

Look out No. 1 . . .

Yes, the new Ben Hogan Golf Ball outperforms even the number one selling ball!

A series of objective tests made on golf balls bought in golf professional shops proved the Ben Hogan ball outperformed all those tested . . . *including the number one selling ball!*

These test results give conclusive proof that the Ben Hogan ball consistently drives farther with greater accuracy and tighter dispersion patterns than any other ball tested.

Conduct your own tests. Play several rounds with the Ben Hogan ball. *You'll* know which ball outperforms all the others.

0100 Ben Hogan Black (BH100): The finest engineered high compression golf ball manufactured in the world today! Power hitters can achieve maximum distance, tighter dispersion patterns with unequaled repeating performance.
Dozen. **$15.45**

0200 Ben Hogan Red (Regular): Better golfers will find this regular compression golf ball to be the best they have ever played. Great "click" and feel plus superb distance and reliable accuracy shot after shot.
Dozen. **$15.45**

0400 New Ben Hogan Blue: Low compression version of the Ben Hogan golf ball features responsive action and reliably better flight characteristics. Built-in endurance and extra tough cover material assure long ball life.
Dozen. **$15.45**

0300 Ben Hogan Green: Low compression golf ball with excellent response and Hogan engineered durability at a moderate price.
Dozen. **$10.20**

Ben Hogan Research & Development

The Hogan Golf Ball Testing Program: This program was undertaken to compare the performance of Ben Hogan golf balls with competitive golf balls sold through golf professional shops.

A special "energy" or driving machine was developed for these performance tests, and is capable of transmitting "power" or energy to a golf ball on a reproducible and predictable basis.

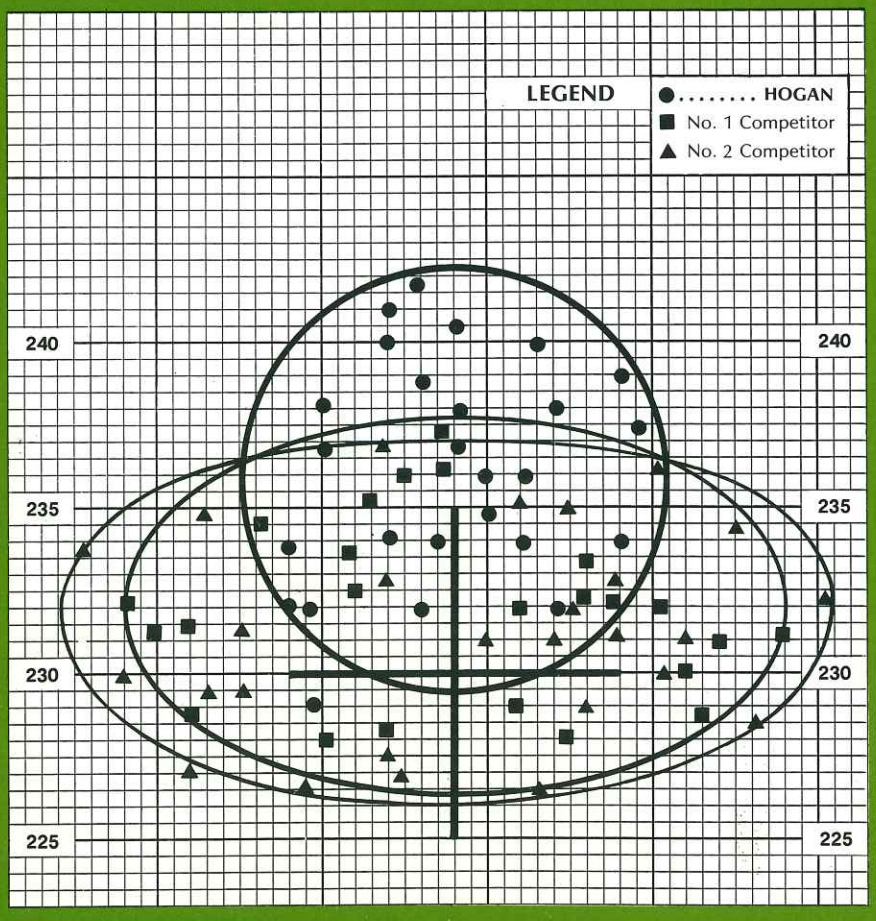
A consistent flight pattern in the 150 to 300 yard 'carry' range was observed in exhaustive driving tests; also, calibration tests for distance showed that in successive hits of the same balls up to distances of 280 yards, the machine gave a driving accuracy of ±1-1/2 yards in lateral dispersion. These accuracies were considered quite adequate for comparative ball performance tests under various field conditions of wind and temperature.

The Hogan balls tested were randomly selected from the Ben Hogan Company golf ball production line and were Hogan "Blacks," "Reds," and "Greens."

The competitive golf balls tested were randomly selected from normal stock at professional golf shops. These balls were a group currently rated as the No. 1 competitive ball in the nation and a group rated No. 2 competitive.

When conducting the test, the golf ball driving machine was set to give impact or driving energies equivalent to club head velocities of 160, 140 and 110 ft./sec., which are known from many exhaustive in-play driving tests to produce drives, under average* climatic conditions, of approximately 260 yards, 230 yards and 150 yards respectively.

All data were plotted on diagrams like the one which follows.



Distance/Lateral Dispersion Patterns of Ben Hogan golf balls, and competitive golf balls.

For all three club head velocities the Ben Hogan golf balls gave greater distance and less dispersion than the competitive golf balls tested.

*75° F., 50% Relative Humidity, wind velocities in all directions less than 5 m.p.h.

Ben Hogan 1971 Irons
BOUNCE SOLE
Ben Hogan
3200
Hogan
1

"My goal: *perfection*"

The superiority of Ben Hogan golfing equipment is the result of thousands of hours of research and *a lifetime of golfing experience.*

Designed personally by Ben Hogan, the 1971 Hogan Irons incorporate exclusive playability refinements to make your golf game even more rewarding.

A new weight distribution raises the center of percussion giving a new sense of "feel" to each stroke while yielding increased yardage and a lower ball trajectory.

Face corrugations of Hogan Irons are black filled to enhance visibility and to clearly define the ball striking surface.

A dynamically engineered radius runs from toe to heel of Hogan Irons, giving a wing-like configuration which guides the clubhead cleanly through turf.

An aerodynamically designed sole "pad" produces the Bounce Sole™ action. This *Bounce Sole* principle lets you strike the ball while taking a minimum amount of turf for a more controlled followthrough.

Sensational Ben Hogan APEX® shafts with famous thin-wall construction and exclusive Hogan Step Design contribute strength, flexibility and unequaled torque control for a more "alive," consistent game with uniform response from every club in your set.

3200 New Men's 1971 Ben Hogan Irons with BOUNCE SOLE: A superior Iron design which raises the center of percussion for added yardage and a new sense of "feel."
SHAFTS: Ben Hogan APEX* 2, 3 or 4.
LENGTH: New 39-1/4" #2 Iron, others in proportion. Men's right hand only.
GRIPS: Hogan Slip-Proof™ black with green fill. Hogan leather, black with green stripes and embossed center, available on custom order only.
PRICES: Set of 9 Irons (#2 through #9, plus Equalizer). **$229.50**
Set of 8 Irons (#2 through #9). **$204.00**
Each. **$25.50**
#1 Iron available on 30-day special order. No custom charge.

ROUND SOLE IRONS FOR 1971

2500 Men's Ben Hogan "Round Sole" Irons: This special Ben Hogan Iron club design features a broad rounded sole for increased "bounce" effect while yielding solid ball contact. Turf contact is minimized allowing a smooth transfer of clubhead energy to the ball.
SHAFTS: Ben Hogan APEX* 2, 3 or 4.
LENGTH: 39" #2 Iron, others in proportion. Men's right hand only.
GRIPS: Hogan *Slip-Proof,* black with green fill. Hogan leather, black with green stripes and embossed center, available on custom order only.
PRICES: Set of 9 Irons
(#2 through #9, plus Equalizer). **$229.50**
Set of 8 Irons (#2 through #9). **$204.00**
Each. . . . . **$ 25.50**

*See page 28 for definition of shaft designations.
See professional price list for custom order prices.

Ben Hogan Woods
3040
3090
3070

To help every golfer play the best game of which he is capable, the Ben Hogan Company offers three distinctive wood models for 1971: Curved Sole Woods, "Personal" Woods, and "Low Profile" Woods. Each of these superbly crafted Wood models plus the special Deep Face Driver have exclusive playability advantages found only in golf equipment designed personally by Ben Hogan. Of special interest are the new *Dura-Ply* versions of the Ben Hogan "Personal" Woods and the Deep Face Driver. These models are also offered in Persimmon wood. Produced with painstaking care and incorporating the famous *SPEED SLOT* Toe Channel. Ben Hogan Woods for 1971 allow the golfer to bring his game closer than ever before to perfection.

3040 Ben Hogan SPEED SLOT® with Curved Sole: Exclusive DURA-PLY® head finished in gleaming ebony. The Hogan SPEED SLOT toe channel reduces air drag for increased power. Equipped with red ACCUR-AIM™ face insert. Driver has 11-1/2° loft.
SHAFTS: Ben Hogan APEX* 2, 3 or 4.
LENGTH: 43" only.
GRIPS: Hogan *Slip-Proof,* black with green fill. Hogan leather, black with green stripes and embossed center, available on custom order only.
PRICES: Set of #1, #3, #4 and #5 Woods. **$140.00**
Set of #1, #3 and #4, OR #1, #3 and #5 Woods. . **$105.00**
Each. **$35.00**

3030 Combination Ben Hogan DURA-PLY Deep Face Driver and DURA-PLY "Personal" Model Fairway Woods: Special combination order number for model 3070 Fairway Woods and model 3060 Deep Face Driver-NEW DURA-PLY models.
SHAFTS: Ben Hogan APEX* 3 or 4.
GRIPS: Hogan *Slip-Proof,* black with green fill. Hogan leather, black with green stripes and embossed center, available on custom order only.
PRICES: Set of DFD, #3, #4 and
#5 Woods. **$140.00**
Set of DFD, #3 and #4, OR DFD, #3 and
#5 Woods. **$105.00**
See model numbers 3060 and 3070 for individual descriptions.

3060 New Ben Hogan SPEED SLOT Deep Face Driver in DURA-PLY: Identical in profile to the Ben Hogan "Personal" model (#3070 below). Ebony finished Dura-Ply head is equipped with SPEED SLOT Toe channel and red ACCUR-AIM face insert. The special 1-3/4" deep face features an 11° loft. This club is made especially for power hitters.
SHAFTS: Ben Hogan APEX* 3 or 4.
LENGTH: New 43-1/4" only.
GRIPS: Hogan *Slip-Proof,* black with green fill. Hogan leather, black with green stripes and embossed center, available on custom order only.
PRICE: #1 Wood only. **$35.00**

3070 New Ben Hogan SPEED SLOT "Personal" Model in DURA-PLY: Patterned after Ben Hogan's own clubs, these clubs are created especially for the professional and low handicap amateur. New Dura-Ply head is finished in lustrous ebony. Red ACCUR-AIM face insert. #1 Wood features a 10-1/2° loft.
SHAFTS: Ben Hogan APEX* 3 or 4.
LENGTH: NEW 43-1/4" only.
GRIPS: Hogan *Slip-Proof,* black with green fill. Hogan leather, black with green stripes and embossed center, available on custom order only.
PRICES: Set of #1, #3, #4 and #5 Woods. **$140.00**
Set of #1, #3 and #4 OR #1, #3 and #5 Woods. . **$105.00**
Each. **$35.00**
Can be ordered with matching Deep Face Driver. Model #3060.

3090 New Ben Hogan SPEED SLOT "Low Profile" Model: Lower head profile of this special Hogan Wood gives greater head speed for increased power and control. The DURA-PLY head, finished in ebony, has a SPEED-SLOT toe channel and red ACCUR-AIM face insert. #1 Wood features a 12° loft.
SHAFTS: Ben Hogan APEX* 2, 3 or 4.
LENGTH: NEW 43-1/4" only.
GRIPS: Hogan *Slip-Proof,* black with green fill. Hogan leather, black with green stripes and embossed center, available on custom order only.
PRICES: Set of #1, #3, #4 and #5 Woods. **$140.00**
Set of #1, #3 and #4 OR #1, #3 and #5 Woods . . **$105.00**
Each. **$35.00**

2030 Combination Ben Hogan Deep Face Driver and "Personal" Model Fairway Woods: Special combination order number for model 2070 Fairway Woods and 2060 Deep Face Driver-PERSIMMON MODELS.
SHAFTS: Ben Hogan APEX* 3 or 4
GRIPS: Hogan *Slip-Proof,* black with green fill. Hogan leather, available on custom order only.
PRICES: Set of DFD, #3, #4 and #5 Woods **$150.00**
Set of DFD, #3 and #4, OR DFD,
#3 and #5 Woods. **$112.50**
See model numbers 2060 and 2070 for individual descriptions.

2060 Ben Hogan SPEED SLOT Deep Face Driver (Persimmon Model): Identical in profile to the Ben Hogan "Personal" model (#2070 below). Ebony finished persimmon head is equipped with SPEED SLOT toe channel and red ACCUR-AIM face insert. The special 1-3/4" deep face features an 11° loft. This club is made especially for power hitters.
SHAFTS: Ben Hogan APEX* 3 or 4.
LENGTH: 43" only.
GRIPS: Hogan *Slip-Proof,* black with green fill. Hogan leather, black with green stripes and embossed center, available on custom order only.
PRICE: #1 Wood only. **$37.50**

2070 Ben Hogan SPEED SLOT "Personal" Model (Persimmon): Patterned after Ben Hogan's own clubs, these clubs are created especially for the professional and low handicap amateur. Superb persimmon head is finished in lustrous ebony. Red ACCUR-AIM face insert. #1 Wood features a 10-1/2° loft.
SHAFTS: Ben Hogan APEX* 3 or 4
LENGTH: 43" only.
GRIPS: Hogan *Slip-Proof* black with green fill. Hogan leather, black with green stripes and embossed center, available on custom order only.
PRICES: Set of #1, #3, #4 and #5 Woods. **$150.00**
Set of #1, #3 and #4 OR #1, #3 and #5 Woods. . . **$112.50**
Each. **$37.50**
Can be ordered with matching Deep Face Driver. Model #2060.

See professional price list for custom order prices.
*See page 28 for definition of shaft designations.

Ben Hogan Left-Hand Clubs

A milestone in the history of golf equipment: *Now left-handed golfers can obtain woods and irons of truly superior design and construction.* Ben Hogan Left-Hand Woods and Irons are equal in every respect to Ben Hogan golf equipment produced for right-handed players.

Never before have left-handed golfers had available equipment of such high quality and with such exclusive playability advantages.

In Left-Hand Woods, famous *Speed Slot* toe channel and curved sole configuration provide increased power while reducing turf contact to a minimum. With Left-Hand Irons acclaimed *Hogan 1 Plus* engineering brings the follow-through benefits of the *Bounce Sole* principle to left-handers. And, in both Left-Hand Wood and Iron models is the remarkable Ben Hogan APEX shaft.

Manufactured to the same close tolerances as all other Ben Hogan golf equipment, Men's Left-Hand Woods and Irons bring to left-handed golfers the finest achievements in Ben Hogan's continuing work toward perfection in golf equipment.

2020 Ben Hogan left-hand SPEED-SLOT Woods with curved sole: Left hand DURA-PLY head in lustrous ebony finish. SPEED SLOT toe channel breaks up deadening action of air drag for a smoother more powerful swing. Red ACCUR-AIM face insert simplifies aligning procedure. Driver has 11-1/2 loft.
SHAFTS: Ben Hogan APEX* 3 or 4.
LENGTH: 43" only.
GRIPS: Hogan *Slip-Proof,* black with green fill. Hogan leather, black with green stripes and embossed center, available on custom order only.
PRICES: Set of #1, #3, #4 and #5 Woods. $140.00
Set of #1, #3 and #4, or #1, #3 and #5 Woods. . . $105.00
Each. . . . . $ 35.00

2300 Left-Hand Ben Hogan 1 PLUS IRONS with BOUNCE SOLE: Now left-handers can enjoy all the benefits of exclusive *Hogan 1 Plus* design characteristics. A profile more pleasing to the eye. The toe-to-heel radius which makes the clubhead glide through turf. *Bounce Sole* action for controlled follow-through. Precisely centered metal distribution for concentrating power behind the ball. Black filled face corrugations to aid visibility.
SHAFTS: Ben Hogan APEX* 3 or 4.
LENGTHS: 39" #2 Iron, others in proportion. Men's LEFT-HAND only.
GRIPS: Ben Hogan *Slip-Proof,* black with green fill. Hogan leather, black with green stripes and embossed center, available on custom order only.
PRICES: Set of 9 Irons
(#2 through #9, plus Equalizer). $229.50
Set of 8 Irons (#2 through #9). $204.00
Each. . . . . $ 25.50
#1 Iron available on 30-day special order. No custom charge.

*See page 28 for definition of shaft designations.
See professional price list for custom order prices.

Ben Hogan Ladies' Clubs
1150
1502
1502
Princess
Ben Hogan
3050
3400

Extra yardage, fine control, incomparable "feel", great light-weightness . . . all of the acclaimed APEX benefits offered in men's clubs can be enjoyed by women golfers everywhere with the Ladies' APEX shaft. In *Speed Slot* Woods and new Hogan Irons, Ladies' APEX shafts will make her golf a brand new game.

New Ladies' model 3050 Woods are available in a rich ebony finish while Ladies' model 3400 Irons offer a new 37-1/2" finished length for the #3 Iron.

In medium priced clubs for Ladies, Ben Hogan presents the Princess™ Woods and Irons. A petite club head configuration in *Princess* clubs permits a more confident swing resulting in improved ball control. *Princess* Woods and Irons are equipped with the PEX™ shaft for uniform flexing action and greater playability.

3050 New Ben Hogan Ladies' SPEED SLOT Woods with APEX Shafts. Proportioned especially for the lady golfer, these expertly crafted Woods feature Dura-Ply® heads with *Speed Slot* toe channel, red Accur-Aim ™ face insert, and Ladies' APEX shafts. Finished in gleaming ebony. New 13° loft on the driver.
SHAFTS: Ben Hogan Ladies' APEX* 1.
LENGTHS: 42" #1 Wood, others in proportion.
Ladies' right hand only.
GRIPS: Hogan *Slip-Proof,* black with green fill.
PRICES: Set of #1, #3, #4 and #5 Woods. **$140.00**
Set of #1, #3 and #4 OR #1, #3 and #5 Woods **$105.00**
Each. . . . . **$ 35.00**

3400 New Ladies' Hogan Irons with APEX Shafts. Precise within-set matching and new weight distribution, plus Hogan *Bounce Sole* design make the 1971 Ben Hogan Ladies' Irons a valuable asset to any lady's game.
SHAFTS: Ben Hogan Ladies' APEX*1.
LENGTHS: NEW 37-1/2" #3 Iron, others in proportion.
Ladies right hand only.
GRIPS: Hogan *Slip-Proof,* black with green fill.
PRICES: Set of 8 Irons
(#3 through #9, plus Equalizer). **$204.00**
Set of 7 Irons (#3 through #9). **$178.50**
Each. . . . . **$ 25.50**

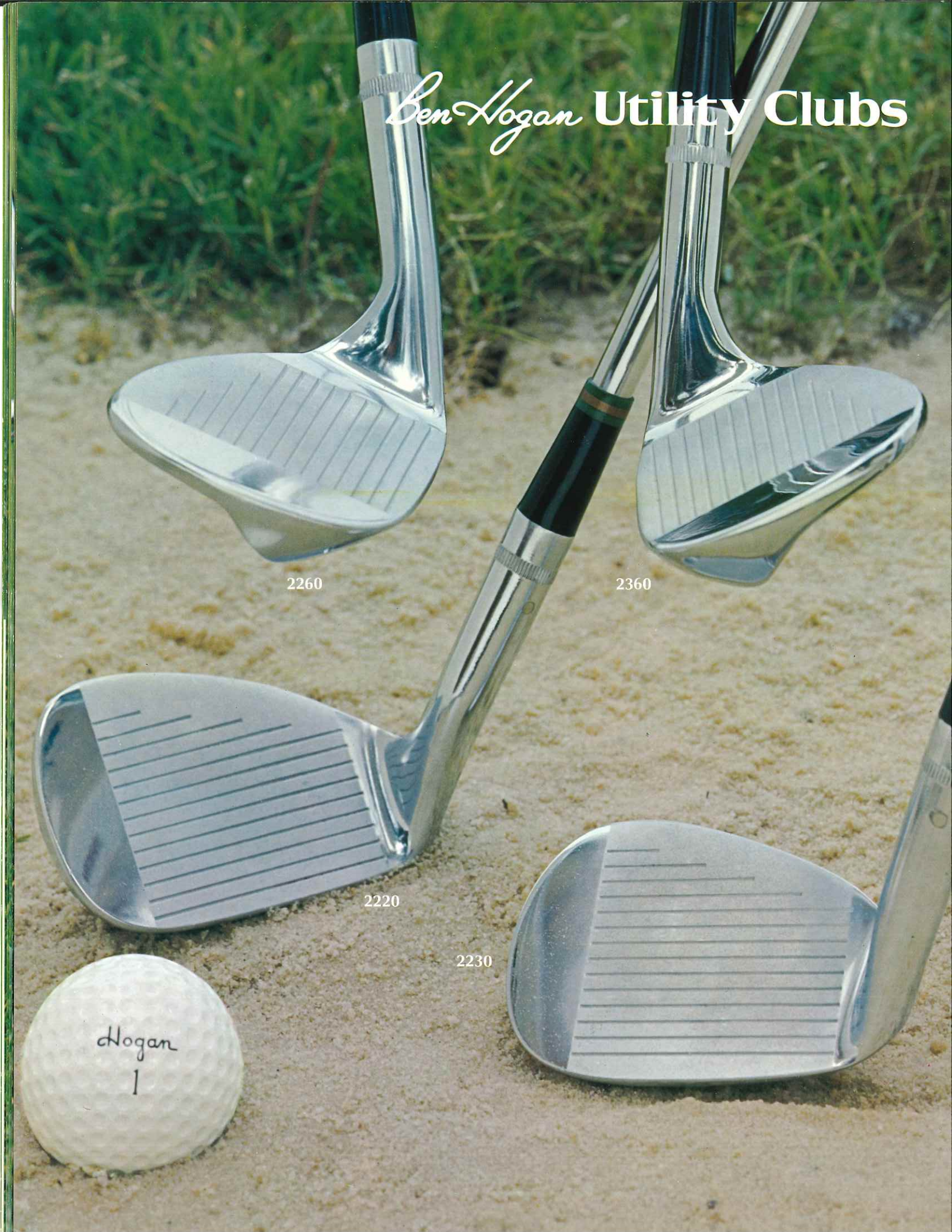
1150 Ben Hogan PRINCESS Woods with Light Weight PEX Shaft. This popular Ladies' Wood model incorporates a more petite clubhead configuration for greater ease of play and increased ball control. Number 1 Wood has 14° loft to get the ball up. Other woods in proportion. *Dura-Ply* heads finished in radiant cobalt blue. Four-way roll on the club face provides a wider margin for swing errors. Light weight PEX Shaft gives added control to every shot.
SHAFTS: PEX
LENGTH: 42" #1 Wood, others in proportion.
GRIPS: Hogan *Slip-Proof,* blue with red fill.
PRICES: Set of #1, #3, #4 and #5 Woods. **$89.00**
Set of #1, #3 and #4, OR
#1, #3 and #5 Woods. **$66.75**
Each. **$22.25**
NOT AVAILABLE ON SPECIAL ORDER.
#2 WOOD NOT AVAILABLE.

1502 Ben Hogan PRINCESS Irons with Light Weight PEX Shaft. Beautiful from toe to hosel, the *Princess* Irons incorporate Ben Hogan's famous blade-on-blade design principle in a medium priced ladies' club set. Clean profiling provides greater playability. Slender blade appearance and shorter hosel give a completely feminine look. Features special back pad stamping and larger sole number.

Created to complement *Princess* Woods, these exclusive Irons have light weight PEX Shafts for increased control and greater accuracy.
SHAFTS: PEX
LENGTHS: 37" #3 Iron, others in proportion.
Ladies' right hand only.
GRIPS: Hogan *Slip-Proof,* blue with red fill.
PRICES: Set of 8 Irons
(#3 through #9, plus Equalizer). **$116.00**
Set of 7 Irons (3 through #9). **$101.50**
Each. . . . . **$ 14.50**
NOT AVAILABLE ON SPECIAL ORDER.
#2 IRON NOT AVAILABLE.

See professional price list for custom order prices.
*See page 28 for definition of shaft designations.

Ben Hogan Utility Clubs



1971 Ben Hogan® Utility Clubs feature the Ben Hogan APEX™ Shaft. All are designed and built for sensitive "feel", firm control and reliably greater accuracy.

3210 Men's Equalizer With Ben Hogan APEX Shaft: Companion to #3200 Irons described on page 5. Right hand only.
Each..... **$25.50**

2310 Men's Left-Hand Equalizer: Companion to #2300 Irons described on page 9. Left-hand only. Hogan APEX Shaft.
Each..... **$25.50**

2220 Men's Utility Wedge With Ben Hogan APEX Shaft: Available in Hogan *Slip-Proof* grip, black with green fill. Hogan leather, black with green stripes and embossed center, available on custom order only. Right hand only. 35-1/4" length.
Each..... **$26.00**

2230 Men's SURE-OUT™ Wedge: Hogan *Slip-Proof* grip, black with green fill. Hogan leather, black with green stripes and embossed center, available on custom order only. 35" length only. Ben Hogan APEX Shaft.
Each..... **$26.00**

2260 Men's Special Sand Wedge: Improved toe profile plus balanced weight distribution give even greater playability to this popular wedge model. Available in *Slip-Proof* grip, black with green fill. Hogan leather, black with green stripes and embossed center, available on custom order only. Ben Hogan APEX Shaft. Right Hand only. 35" length.
Each..... **$26.00**

2360 Men's Left-Hand Sand Wedge: Features Hogan *Slip-Proof* grip, black with green fill. Hogan leather, black with green stripes and embossed center, available on custom order only. Hogan APEX Shaft. 35" length. LEFT hand only.
Each..... **$26.00**

3410 Ladies' Equalizer With Ben Hogan Ladies' APEX Shaft: Companion to Ladies' #3400 Irons described on page 11. Right hand only.
Each..... **$25.50**

2420 Ladies' Utility Wedge: Available in Hogan Slip-Proof grip, black with green fill. Features Hogan APEX Shaft. 33-3/4" length. Right hand only.
Each..... **$26.00**

2430 Ladies' SURE-OUT Wedge: Hogan *Slip-Proof* grip, black with green fill. Hogan APEX Shaft. 33-1/2" length only.
Each..... **$26.00**

2460 Ladies' Special Sand Wedge: Designed with the same performance characteristics as the famous men's version of this club. Available in Hogan *Slip-Proof* grip, black with green fill. Hogan APEX Shaft. 33-1/2" length. Right hand only.
Each..... **$26.00**

1522 Princess™ Equalizer: Companion to *Princess* Irons #1502 described on page 11. Not available on special order.
Each..... **$14.50**

Ben Hogan Putters

Ben Hogan Putters offer a wide selection of new models for 1971 with exclusive Ben Hogan design and engineering advantages. Many models feature the sensational Hogan APEX shaft, while *all* models are available with the new flat-top leather grip. Some models may also be ordered in shaft lengths from 34″ to 36″. To speed your order, please include complete item number on each putter ordered.

1440 Compact Blade Putter with White Line. In matte finished brass, this lean, precise blade model has the neck set forward and wide target area for easy alignment. Top edge white line aids visibility. New flat-top leather grip. Hogan APEX shaft. 35-1/2″ length only. Men's right hand. Each. **$16.50**

1450 Flat Neck Flanged Putter with Top Edge White Line. This matte finished blade model places more weight behind the hitting surface. Top edge white line aids visibility in sunlight or shadow. Available with new flat-top leather grip. Hogan APEX shaft. 35″ length only. Men's right hand.
Each. **$16.50**

1460 Underslung, Flanged Back Putter with Top Edge White Line. The underslung neck design puts the shaft ahead of the action for smooth stroking and uniform followthrough. White line at top edge tells you when alignment is correct. Matte finished brass with new flat-top leather grip. Hogan APEX shaft. 35″ length only. Men's right hand.
Each. **$16.50**

1470 "Sinker" Putter with Black Finish and Aiming Stripes. Exclusive putter design concept places the ball directly under the shaft tip for immediate, accurate alignment. Ball contact point on the putter face is at the exact "sweet spot" of the blade, virtually eliminating torque or twist on contact. White neck stripes make aiming practically automatic. Unique arched putter neck places aiming stripes over the ball for a straight, smooth putting stroke. Rich black finish over solid brass eliminates glare and improves visibility. Available in new flat-top leather grip. Hogan APEX shaft. Men's right hand only. Shipped with head cover.
Each. **$30.00**

1480 New Ben Hogan "Cavity" Model Putter. This brass satin finished putter features a hollow back and top with

metal weight concentrated at each end of the blade. Produces a balanced stroking action while eliminating torque and twist. Available with new distinctive fluted shaft with new flat-top leather grip. Your choice of lengths: 34", 35" or 36".
Each. **$20.00**

1490 New Ben Hogan Offset "Cavity" Model Putter with Compact Blade. A compact blade version of putter model 1480 described above. Offset neck configuration permits the hands to lead the blade for putting confidence. Satin finished brass with new fluted shaft. New flat-top leather grip. Available in 34", 35" or 36" lengths.
Each. **$20.00**

1510 New Offset Flanged Back Blade Putter. Flanged back design places weight low on the putter head, producing added over spin when the ball is stroked. Wide sole permits putter head to lie flat for quick alignment. Top dot marks "sweet spot". Brass model features black finish with satin face and sole. New fluted shaft with new flat-top leather grip. Available in 34", 35" or 36" lengths.
Each. **$16.50**

1520 New "Two-Way" Blade Putter for Left Or Right Handed Players. Ben Hogan's new "two-way" blade putter is a classic blade design with two perfectly finished faces, front and back. Allows club to be played by either left or right handed golfers. Balanced blade features a black dot on top to mark the "sweet spot". New fluted shaft with new flat-top leather grip. Available in 34", 35" or 36" lengths.
Each. **$16.50**

1530 New Ben Hogan Mallet Putter. For those who prefer the solid feel of a mallet, Ben Hogan introduces a new zinc-aluminum alloy mallet putter with a brass face insert. Hefty mallet design features a "sweet spot" line placed across the top of the club head for easy alignment. Includes new fluted shaft with new flat-top leather grip. Available in 34", 35" or 36" lengths.
Each. **$16.50**

1000 Princess Offset Blade Putter-Steel. A streamlined version of the original *Princess* putter, this classic model combines a shorter blade and wide sole for more precise putting control. Gleaming chrome finish with matte center face. Available in Hogan *Slip-Proof* grip in blue with red fill. 34" length only. Ladies' right hand.
Each. **$11.65**

Ben Hogan Junior Clubs

Ben Hogan has created fine quality sets of golf clubs specially for young golfers because he believes that to properly learn and enjoy golf, youngsters must have equipment especially suited to their needs. Both the "Little Ben"™ and Ben Hogan® Junior Sets of woods, irons and accessories for 1971 embody the same concepts and craftsmanship found in Hogan adult clubs. To speed your order, please include item number on each item ordered.

BEN HOGAN "LITTLE BEN" CLUBS—FOR AGES 6 TO 10

1950 Complete Ben Hogan "Little Ben" Set: consists of one #1 Wood (1160), #3, #5, #7 and #9 irons (1600), one Putter (2230), 1 head-cover (5800-30) and Golf Bag (6007-30).
Set. **$66.10**

1960 Ben Hogan "Little Ben" Set Without Bag and Head-Cover: consists of the same components as 1950 (above), less bag and head-cover:
Set. **$56.35**

1160 Ben Hogan "Little Ben" Wood: a rugged head finished in glistening ebony. Special True-Temper Junior Shaft, with *Slip-Proof* grip in blue with red fill. 36-1/2" #1 Wood only. (Not available on special order.)
Each. **$16.00**

1600 Ben Hogan "Little Ben" Irons: consists of set of 4 Irons (#3, #5, #7 and #9 only) each with a True-Temper Shaft and *Slip-Proof* grip in blue with red fill. 33-1/2" #3 Iron, others in proportion.
Set of 4. . . . . **$32.60**
Not available on special order.

2230 Ben Hogan "Little Ben" Blade Putter-Steel: precision chrome finished steel blade putter with 29" shaft. *Slip-Proof* grip in blue with red fill.
Each. **$7.75**

6007-30 Ben Hogan "Little Ben" Golf Bag: 6" oval model in rugged vinyl. Red only.
Each. **$8.75**

5800-30 Ben Hogan "Little Ben" Head Covers: attractive red twill head covers. White numerals.
Each. **$1.00**

BEN HOGAN JUNIOR CLUBS—FOR AGES 10 TO 14

1900 Complete Ben Hogan Junior Set: consists of two Woods, #1 and #3 (1170), #3, #5, #7 and #9 Irons (1700), one Equalizer (1710), one Putter (2220), two head-covers (4800-30) and Golf Bag (6012-30).
Set. **$99.10**

1910 Ben Hogan Junior Set without Bag and Head-Covers: consists of same components as 1900 (above), less bag and head-covers.
Set. **$83.35**

1170 Ben Hogan Junior Wood Clubs: longlasting. *Dura-Ply* heads in rich cherry finish. Hogan "P" shaft, with *Slip-Proof* grip in blue with red fill. 40-1/2" #1 Wood and 39-1/2" #3 Wood (set of #1 and #3 only).
(Not available on special order).
Set. **$32.70**

1700 Ben Hogan Junior Iron Clubs: set of 4 or 5 (see below) each with Hogan "P" shaft, *Slip-Proof* grip in blue with red fill. 36-1/2" #3 Iron, others in proportion. Not available on special order.
Set of 4 (#3, #5, #7 and #9 only). **$34.20**
Set of 5 (the above irons, and Equalizer 1710). **$42.75**
1710 Equalizer only. **$8.55**

2220 Ben Hogan Junior Blade Putter-Steel: bright, chrome finished steel blade putter with 32-1/2" shaft. *Slip-Proof* grip in blue with red fill.
Each. **$7.90**

6012-30 Ben Hogan Junior Golf Bag: 7" oval model in rugged vinyl. Red only.
Each. **$13.75**

4800-30 Ben Hogan Junior Head Covers: attractive red twill head covers. White numerals. Set of two $2.00.
Each. **$1.00**

1950
1900

Ben Hogan Men's Golf Bags

QUALITY DESIGN AND CONSTRUCTION FEATURES IN BEN HOGAN GOLF BAGS BY BURTON MANUFACTURING CO.: / DELRIN SELF-LUBRICATING ZIPPERS—easy working, non-scratch, non-rust zippers color coordinated for each bag. / BRASS HARDWARE—used throughout for good looks and long wear. / HARNESS SUSPENSION—double sling construction means carrying ease and comfort. / DETACHABLE—OVER-SIZED HOOD—best club protection for weather or travel. Equipped with zipper and snap fasteners. Standard on all golf bag models. / HIDDEN UMBRELLA WELL—standard construction on most models. / BALANCED SUSPENSION—sling and harness designed for easy carry and perfect bag balance. Sling generously padded with foam rubber. / DOUBLE-STRENGTH WEAR SHIELDS—tough strap leather or foam rubber padding on most models. / NON-COLLAPSIBLE BOTTOM CUFF—steel body stays riveted to bottom instead of cuff. / RUGGED "LIFETIME" BOTTOM—never a failure. Dragplate, foam padding, metal studs and drain holes assure fine service and protection. / STEEL RING REINFORCEMENT—top and bottom cuffs reinforced with no-rust galvanized steel rings. / NEW DOUBLE TOP-GRAIN COWHIDE SLING STRAPS—double-strength assures longer wear and more carrying comfort. / COLOR AND STYLE IDENTIFICATION: all Ben Hogan bags carry a six digit number. Bag model and style are designated by the first four digits: the color by the last two digits. Every bag style offered for 1971 is shown. To find the color of a specific bag simply locate the appropriate color number in bag illustrations on pages 19, 21 and 23.

7110 11" Round Heavy Weight Expanded Vinyl With Leather Trim: 11" round stepdown drop front top cuff with plasti-brass covered lower ring. 11" round leather bottom with steel reinforcing ring covered with plasti-brass. Metal dragplate. Flair styled with large double compartment ball pocket on the front of the bag. Large curved zippered clothing pocket on the back of the bag. Zippered accessory pocket. Wide custom handle. Special harness-type foam padded sling with buckled sling straps. Hidden umbrella well. Buckled leather division strap with deluxe shields. Brass hardware. Parkerized rust-resistant rivets. Delrin self-lubricating zippers. Deluxe metallic zipper pulls with sunburst medallion.
Each..... **$110.00**

7110-10 Black with gold welt. Coordinates with Head Cover #1203-10, Carry-All #7118-10.
7110-20 White with gold welt. Coordinates with Head Cover #1203-20, Carry-All #7118-20.
7110-23 New Green with gold welt. Coordinates with Head Cover #1203-23, Carry-All #7118-23.
7110-33 New Red with blue trim and gold welt. Coordinates with Head Cover #1203-02, Carry-All #7118-30.

7075 10" Round Heavy Weight Expanded Vinyl with Leather Trim: 10" round stepdown top cuff. 11" round leather bottom with steel reinforcing ring. Metal dragplate. Flair styled with large double zippered ball pocket on front of the bag. Large clothing pocket on back of the bag with curved zippered side opening. Special zippered ball and accessory pocket on upper right-hand side of bag.Wide custom handle. Three-buckle sling suspension. Foam padded sling with snap. Brass hardware. New Delrin self-lubricating zippers. Parkerized rust-resistant rivets. Deluxe metallic zipper pulls with sunburst medallions.
Each..... **$75.00**

7075-07 New Brown with gold welt. Coordinates with Head Cover #1203-07, Carry-All #7118-07.
7075-18 New White with green trim and gold welt. Coordinates with Head Cover #1203-20 or 1203-23, Carry-All #7118-23.
7075-20 White with gold welt. Coordinates with Head Cover #1203-20, Carry-All #7118-20.
7075-30 Red with gold welt. Coordinates with Head Cover #1203-30, Carry-All #7118-30.
7075-34 New Red, white and blue model. White body with Blue trim and red accents. Silver welting. Coordinates with Head Cover #1203-02, Carry-All #7118-02.
7075-55 New White with Brown trim and gold welt. Coordinates with Head Cover #1203-07 or 1203-20, Carry-All #7118-07.

7055 9-1/2" Round Expanded Vinyl with Leather Trim: 9-1/2" round stepdown single ring top cuff. 10-1/2" round leather bottom with steel reinforcing ring. Metal dragplate. Regular bag design with zippered ball pocket on front of the bag. Curved zippered clothing pocket on back of the bag. Custom handle. Three-way buckled sling suspension. Foam padded sling with snap. Leather umbrella holder. Brass hardware. Parkerized rust-resistant rivets. Delrin self-lubricating zippers. Deluxe metallic zipper pulls with sunburst medallion.
Each..... **$55.00**

7055-02 New Blue with Silver welt. Coordinates with Head Cover #1203-02, Carry-All #7118-02.
7055-20 White with gold welt. Coordinates with Head Cover #1203-20, Carry-All #7118-20.
7055-23 New Green with gold welt. Coordinates with Head Cover #1203-23, Carry-All #7118-23.
7055-32 New Red with White trim and gold welt. Coordinates with Head Cover #1203-30 or 1203-20, Carry-All #7118-30.
7055-84 New Black with White trim and gold welt. Coordinates with Head Cover #1203-10 or 1203-20, Carry-All #7118-10.
7055-85 New Brown with White trim and gold welt. Coordinates with Head Cover #1203-07 or 1203-20, Carry-All #7118-07.

7055-02
7110-23
7075-18
7075-20
7055-84
7117-23
7055-85
7118-02

Ben Hogan Men's Golf Bags

7045 New 9" Keystone Regular Vinyl with Leather Trim: 9" keystone top cuff with steel ring reinforced construction. Round 9" deluxe molded cycolac bottom with steel reinforcing ring. Large double-zippered ball pocket. Full length zippered apparel pocket. Three-way buckled sling suspension. Foam padded sling with snap. Leather umbrella holder. Parkerized rust-resistant rivets. Delrin self-lubricating zippers.
Each. **$45.00**

7045-05 New blue with gray trim and silver welt. Coordinates with Head Cover #2502-02, Carry-All #7117-02.
7045-10 Black with gold welt. Coordinates with Head Cover #2502-10, Carry-All #7117-10.
7045-20 White with gold welt. Coordinates with Head Cover #2502-20, Carry-All #7117-20.
7045-30 Red with gold welt. Coordinates with Head Cover #2502-30, Carry-All #7117-30.
7045-48 New green with gray trim and gold welt. Coordinates with Head Cover #2502-23, Carry-All #7117-23.
7045-55 New white with brown trim and gold welt. Coordinates with Head Cover #2502-07, Carry-All #7117-07.

7035 8-1/2" Round Regular Vinyl with Leather Trim: Sun Jet with 8-1/2" round stepdown single ring top cuff. 9" round molded cycolac bottom with metal dragplate. Sunday-type design with large ball pocket on front of the bag. Straight zipper and pouch in right-hand side of bag forms a clothing pocket. Custom handle. Wide leather sling strap. Foam padded snap-on sling. Leather umbrella holder. Brass hardware. Parkerized rust-resistant rivets. Delrin self-lubricating zippers. Sun Jet emblem on front of the ball pocket.
Each. **$35.00**

7035-02 New Blue with silver welt. Coordinates with Head Cover #2502-02, Carry-All #7117-02.
7035-07 New Brown with gold welt. Coordinates with Head Cover #2502-07, Carry-All #7117-07.
7035-10 Black with gold welt. Coordinates with Head Cover #2502-10, Carry-All #7117-10.
7035-20 White with gold welt. Coordinates with Head Cover #2502-20, Carry-All #7117-20.
7035-22 New Yellow with gold welt. Coordinates with Head Cover #2502-22, Carry-All #7117-22.
7035-23 New Green with gold welt. Coordinates with Head Cover #2502-23, Carry-All #7117-23.
7035-30 Red with gold welt. Coordinates with Head Cover #2502-30, Carry-All #7117-30.

7025 8-1/2" Round Regular Vinyl with Leather Trim: 8-1/2" round single ring top cuff. 8-1/2" round molded cycolac bottom. Sunday-type design. Large single zippered ball pocket on front of the bag. Full length zipper on right side of bag. Foam padded sling strap. Leather umbrella holder. Brass hardware. Parkerized rust-resistant rivets. Delrin self-lubricating zippers.
Each. **$25.00**

7025-02 New Blue with silver welt. Coordinates with Head Cover #2502-02, Carry-All #7117-02.
7025-07 New Brown with gold welt. Coordinates with Head Cover #2502-07, Carry-All #7117-07.
7025-10 Black with gold welt. Coordinates with Head Cover #2502-10, Carry-All #7117-10.
7025-20 White with gold welt. Coordinates with Head Cover #2502-20, Carry-All #7117-20.
7025-22 New Yellow with gold welt. Coordinates with Head Cover #2502-22, Carry-All #7117-22.
7025-23 New Green with gold welt. Coordinates with Head Cover #2502-23, Carry-All #7117-23.
7025-30 Red with gold welt. Coordinates with Head Cover #2502-30, Carry-All #7117-30.

7118 Carry-All In Expanded Vinyl with Leather Trim: Duffle style 15" carry-all bag especially designed to coordinate with golf bags #7110, 7075 and 7055. Curved zippered full length opening. Delrin zipper. Metallic zipper pull with sunburst medallion.
Each. **$18.75**

7118-02 New Blue with silver welt.
7118-07 New Brown with gold welt.
7118-10 Black with gold welt.
7118-20 White with gold welt.
7118-23 New Green with gold welt.
7118-30 Red with gold welt.

7117 New Carry-All In Regular Vinyl with Leather Trim: Duffle style 15" carry-all bag especially designed to coordinate with golf bags #7045, 7035 and 7025. Curved zippered full length opening. Delrin zipper. Metallic zipper pull with sunburst medallion.
Each. **$17.50**

7117-02 New Blue with silver welt.
7117-07 New Brown with gold welt.
7117-10 Black with gold welt.
7117-20 White with gold welt.
7117-22 New Yellow with gold welt.
7117-23 New Green with gold welt.
7117-30 Red with gold welt.

7045-05
7045-30
7035-22
7035-23
7025-30
7117-30

Ben Hogan Ladies' Golf Bags

7047 9" Round Special Weight Regular Vinyl with Leather Trim: Ladies' bag 9" round stepdown single ring top cuff. 9-3/8" round molded cycolac bottom with metal reinforcing ring. Metal dragplate. Regular design with top and bottom braces and wearshields. Large single zipper ball pocket on front of the bag. Clothing pocket on back of bag with curved zipper side opening. Vanity pocket with nylon zipper on upper right-hand side of bag. Custom handle. Leather sling with buckle attachment. Foam padded sling. Brass hardware. Parkerized rust-resistant rivets. Delrin self-lubricating white zippers. Hidden umbrella well. Deluxe sunburst medallion zipper pulls.
Each. **$47.50**

7047-20 White with silver welt and hardware. Coordinates with Head Cover #2503-20, Carry-all #7115-20.
7047-56 New White with Sky Blue trim and silver welt. Coordinates with Head Cover #2503-29, Carry-all #7115-29.
7047-57 New Sky Blue with gray trim and silver welt. Coordinates with Head Cover #2503-29, Carry-all #7115-29.
7047-59 New Raspberry with Sky Blue trim and silver welt. Coordinates with Head Cover #2503-95, Carry-all #7115-95.
7047-80 New White with lime trim and silver welt. Coordinates with Head Cover #2503-80, Carry-all #7115-80.
7047-95 New White with raspberry trim and silver welt. Coordinates with Head Cover #2503-95, Carry-all #7115-95.
7047-96 New White with Mango trim and silver welt. Coordinates with Head Cover #2503-96, Carry-all #7115-96.

7038 9" Round Special Weight Regular Vinyl with Leather Trim: Ladies' bag. 9" round stepdown single ring top cuff. 9-3/8" round molded cycolac bottom. Regular design with braces. Single zipper ball pocket on front of the bag. Large clothing pocket on back of bag with curved zipper side opening. Vanity pocket with nylon zipper on upper right-hand side of bag. Custom handle. Leather sling with buckle attachment. Foam padded sling. Hidden umbrella well. Brass hardware. Parkerized rust-resistant rivets. Delrin self-lubricating white zippers. Deluxe sunburst medallion zipper pulls.
Each. **$38.50**

7038-20 White with Silver welt and hardware. Coordinates with Head Cover #2503-20, Carry-all #7115-20.
7038-56 New White with Sky Blue trim and silver welt. Coordinates with Head Cover #2503-29, Carry-all #7115-29.
7038-57 New Sky Blue with gray trim and silver welt. Coordinates with Head Cover #2503-29, Carry-all #7115-29.
7038-59 New Raspberry with Sky Blue trim and silver welt. Coordinates with Head Cover #2503-95, Carry-all #7115-95.
7038-80 New White with lime trim and silver welt. Coordinates with Head Cover #2503-80, Carry-all #7115-80.
7038-95 New White with raspberry trim and silver welt. Coordinates with Head Cover #2503-95, Carry-all #7115-95.
7038-96 New White with Mango trim and silver welt. Coordinates with Head Cover #2503-96, Carry-all #7115-96.

7115 LADIES' CARRY-ALL BAG
Ladies' Carry-All Tote-Style Bag: Large (13-1/2" deep x 12" x 6") ladies' carry-all tote-style bag in special weight expanded vinyl with leather trim. Curved zippered full length opening at top. Inside accessory pocket with outside zipper for easy access. Delrin self-lubricating zippers in white. Suitable for golf course or club house. Companion to Ladies' Golf Bag models 7047 and 7038.
Each. **$15.00**

7115-20 White with Silver welt.
7115-29 New Sky Blue with silver welt.
7115-80 New White with lime trim and silver welt.
7115-95 Raspberry with silver welt.
7115-96 White with Mango trim and silver welt.

7047-57
7038-95
7038-96
7038-80
7047-56
7047-59
7115-95
7115-29

Ben Hogan Head Covers

Only the finest vinyls are used in the Ben Hogan Company's exclusive FORM FIT™ and CONTOUR™ head cover designs. Colors and textures of beauty and quality are especially selected to coordinate with Ben Hogan Golf Bags. For greater ease in ordering, those 1971 head cover models which coordinate with Ben Hogan Ladies' Golf Bags have been grouped below in a separate listing. Personalized name or club stamping is available on most models. To speed your order, please include complete item and color number on each item ordered.

1203 Premium Expanded Vinyl FORM FIT: matching raised numerals with shadow and trim.
Set of 1-3-4-M **$12.00**
Set of 1-3-4. . . . . **$9.00**
Each. **$3.00**

Head Cover Colors	Golf Bag Coordinates
1203-02 Blue With Red Shadow and White Numeral	7055-02, 7075-34, 7110-33
1203-07 Brown With Gold Shadow	7075-07, 7075-55, 7055-85
1203-10 Black With Gold Shadow	7110-10, 7055-84
1203-20 White With Gold Shadow	7110-20, 7075-20, 7075-18, 7055-20
1203-23 Green With Gold Shadow	7110-23, 7055-23
1203-30 Red With Gold Shadow	7110-33, 7075-30 7055-32

1400 Lamb's Wool FORM FIT: with matching lambswool side gussets, leather tab with numbers.
Set of 1-3-4-M. **$25.00**
Set of 1-3-4. . . . . **$18.75** Each. **$6.25**

Colors: **1400-10** Black, **1400-13** China Blue, **1400-20** White, **1400-24** Fern Green, **1400-30** Red, **1400-67** Orange Ice.

2502 Deluxe Vinyl CONTOUR: matching raised numbers with white shadow and coordinating trim. Set of 1-2-4-M. **$10.00**
Set of 1-3-4. . . . . **$7.50** Each. **$2.50**

Head Cover Colors	Golf Bag Coordinates
2502-02 Blue	7045-05, 7035-02, 7025-02
2502-07 Brown	7045-55, 7035-07, 7025-07
2502-10 Black	7045-10, 7035-10, 7025-10
2502-20 White	7035-20, 7025-20, 7045-20
2502-22 Yellow	7035-22, 7025-22
2502-23 Green	7045-48, 7035-23, 7025-23
2502-30 Red	7025-30, 7045-30, 7035-30

2503 Expanded Vinyl CONTOUR Ladies' Models: matching raised numerals with shadow and coordinating trim. Set of 1-3-4-M. **$10.00**
Set of 1-3-4. . . . . **$7.50** Each. **$2.50**

Head Cover Colors	Golf Bag Coordinates
2503-20 White	7047-20, 7038-20
2503-29 Sky Blue	7047-56, 7047-57, 7038-56, 7038-57
2503-95 Raspberry	7047-59, 7047-95, 7038-59, 7038-95
2503-96 Mango	7047-96, 7038-96
2503-80 White with lime numerals	7047-80, 7038-80

4800 Junior Head Covers: twill material.
Each. . . . . **$1.00** Set of two. **$2.00**
Color: 4800-30 Red

5800 "Little Ben" Head Cover: twill material.
Each. **$1.00**
Color: 5800-30 Red

6500 Deluxe Expanded Vinyl Putter Covers.
Each. **$1.25**
Color: **6500-04** Assorted Colors only.

0810 Deluxe Expanded Vinyl Ladies' Pouch with Belt and Golf Tees: Each. **$6.50**
Colors: **0810-10** Black, **0810-20** White, **0810-29** Sky Blue, **0810-30** Red, **0810-80** New Lime, **0810-95** Raspberry, **0810-96** Mango.

HEAD COVER EMBOSSING

The standard charge for a die to emboss the country club crest on the head cover is $25. First and subsequent head cover orders will then be embossed free of charge. Two printed patterns (score cards, match covers, or letterheads) must be supplied in order to make the die.

Head covers may be personalized with the individual's name or the club name at a charge of $.75 per set-up. There will be no set-up charge for personalizing head covers with a club name if 12 or more sets are ordered.

Head cover colors listed herein constitute our standard production. Any requested changes from these colors will be handled as a custom order.

1400-13
1400-67
1400-24
1203-02
1203-30
1203-23
2502-07
2502-22
2502-10
2502-20
2503-29
2503-96

Ben Hogan Golf Gloves

Ben Hogan men's and ladies' golf gloves have a fresh look for the Seventies with a new design, a new medallion and new colors. The exclusive "Sure-Fit" glove back with four-way stretch is a dramatic improvement in golf glove designs which assures a snug, comfortable fit for the life of the glove. Glove palms stay tight and smooth round after round for a better, more certain grip on your game. A golf glove innovation for 1971, the "Sure-Fit" back is found *only* on Ben Hogan golf gloves.

Bright new colors for 1971 include lime green with white, orange with white, and yellow with black, all complemented by a new Ben Hogan medallion glove emblem.

Men's and Ladies' Golf Gloves

0010 New Men's Leather: Features new "Sure-fit" four-way stretch back with distinguishing medallion. Full finger without quirks. Snap on back. Left hand only.
Each. **$6.00**
Colors: Assorted within each dozen. Color assortment will include black with white; white with red; lime green with white; orange with white; yellow with black; red with black; light blue with white; and beige with brown.
Sizes: Small, medium, medium large, large and extra large.

0020 New Men's Leather: Features new "Sure-fit" four-way stretch back with distinguishing medallion. Full finger without quirks. Snap on back. Right hand only.
Each. **$6.00**
Colors: Same as #0010
Sizes: Small, medium, medium large, and large.

0030 New Men's Cadet Style Leather: With binding. Snap on back with full finger. New "Sure-fit" four-way stretch back and distinguishing medallion. Left hand only.
Each. **$6.00**
Colors: Same as #0010
Sizes: Small, medium, medium large and large.

0040 New Ladies' Leather: New "Sure-fit" four-way stretch back with distinguishing medallion. Full finger without quirks. Snap on back. Left hand only.
Each. **$6.00**
Colors: Same as #0010
Sizes: Small, medium and large.

0050 New Ladies' Leather: Full finger without quirks. Snap on back. Features new "Sure-fit" back with four-way stretch and distinguishing medallion. Pairs only.
Pair. **$12.00**
Colors: Same as #0010
Sizes: Small, medium and large.

Ben Hogan Umbrellas

When the going gets wet, *the* dry idea is a Ben Hogan Umbrella, the best in bad weather protection. Select non-conductor Fiberglass or wooden shafts. Raylite handles or color coordinated vinyl handles complement the finest grade cotton poplin and nylon fabrics. Colors coordinate with other Ben Hogan accessories. Most models can be silk screened with your club emblem for even greater appeal. To speed your order, please include complete item and color number on each item ordered.

MEN'S STYLES

9217: 60" spread, bonderized 2 x 8 double rib and frame, Fiberglass shaft. All-weather 100% nylon with matching case. Raylite handle. Silk screen process is available.
Each. **$25.00**
Colors: **9217-02** Blue, **9217-21** Dark Olive and White, **9217-26** Jade, **9217-30** Red, **9217-84** Black and White, **9217-85** Brown and White.

9207: 52" spread, bonderized 2 x 8 double rib and frame, Fiberglass Shaft. All-weather 100% nylon with matching case. Silk screen process is available.
Each. **$21.00**
Colors: **9207-10** Black, **9207-11** Black and Scarlet, **9207-27** Jade and White, **9207-29** Blue and Lt. Blue, **9207-30** Red, **9207-34** Red, White, Blue Alternate, **9207-45** Multi-color—Red, Yellow, Jade, New Blue, Orange, White, Lt. Blue Gray, **9207-65** Brown and Beige.

8217: 52" spread WINDOW MODEL, bonderized 2 x 8 double rib and frame, wood shaft. Zelan-treated 100% cotton poplin cloth with clear vinyl window. Color co-ordinated vinyl handle. Silk screen process is NOT available.
Each. **$15.95**
Colors: **8217-21** Olive and White, **8217-31** Red and Black, **8217-32** Red and White, **8217-84** Black and White, **8217-86** Wine and Maize.

8207: 48" spread with double stretcher 8 rib shock absorbing frame. 1/2" diameter Fiberglass shaft. All-weather 100% nylon. Color coordinated vinyl handle. Silk screen process is available.
Each. **$15.95**
Colors: **8207-28** Black and Lt. Blue, **8207-31** Red and Black, **8207-40** Burgundy and Silver Gray, **8207-63** Royal Blue and Alpine Green, **8207-69** Brown and Yellow.

7207: 46' spread, 8 rib, Fiberglass shaft, all-weather 100% nylon. Color coordinated vinyl handle. Silk screen process is available.
Each. **$12.95**
Colors: **7207-35** Red and Gray, **7207-57** Royal Blue and Lt. Gray, **7207-58** Alpine Green and Yellow, **7207-65** Brown and Beige, **7207-84** Black and White.

6209: 48" spread, 8 rib, wood shaft, Permel-treated 100% cotton poplin cloth. Color coordinated vinyl handle. Silk screen process is available.
Each. **$10.95**
Colors: **6209-23** Kelly Green and White, **6209-25** Pecan and Bone, **6209-31** Red and Black, **6209-32** Red and White, **6209-60** Royal Blue and White, **6209-76** Black and Maize.

STYLE
SIZE
STYLE
SIZE
Ben Hogan
AVAILABLE ONLY THROUGH GOLF PROFESSIONAL SHOPS

9217
8207
9214
6214
8214
9207
7207

Ben Hogan Umbrellas

LADIES' STYLES

9214: Pagoda Style 42" spread, bonderized 16 rib and frame, Fiberglass Shaft, Zelan-treated 100% nylon. Color coordinated vinyl handle. Clear vinyl protective case. Silk screen process is NOT available.
Each..... **$21.00**

Colors: **9214-02** Blue, **9214-38** Lime, Lt. Gray, Blue, Raspberry with White between each color, **9214-95** Raspberry, **9214-96** Mango and White, **9214-80** Lime.

8214: Pagoda Style 42" spread, bonderized 16 rib and frame, wood shaft. Zelan-treated 100% nylon cloth. Color coordinated vinyl handle. Silk screen process is NOT available.
Each..... **$15.95**
Colors: **8214-47** Multi-Color, featuring 8 bright fashion colors.

7204: 46" spread, 8 rib, Fiberglass shaft, all-weather 100% nylon cloth. Color coordinated vinyl handle. Silk screen process is available.
Each..... **$12.95**

Colors: **7204-05** Blue and Lt. Gray, **7204-34** Scarlet, Royal Blue and White, **7204-88** Raspberry and Flame Blue, **7204-89** Flame Blue and Mango, **7204-80** Lime.

6214: 46" spread, 10 rib, wood shaft. Zelan-treated 100% nylon cloth. Color coordinated vinyl handle. Silk screen process is available.
Each..... **$10.95**
Colors: **6214-36** Blue and White, **6214-37** Lt. Gray and White, **6214-39** Lime, Flame Blue, Raspberry, Gray alternating, **6214-95** Raspberry and White, **6214-96** Mango and White, **6214-80** Lime and White.

SILK SCREEN PROCESSING

The availability, or non-availability, of silk screen processing is noted under each of the umbrella models listed above. Silk screening is NOT available on certain models because of technical reasons. A minimum of 25 umbrellas is required on all silk screening orders. A minimum of five (5) umbrellas in each color must be included in the 25. The order must call for either all nylon, or all cotton poplin models; fabrics cannot be mixed. On initial orders there will be a $35.00 charge for the silk screen plus 25¢ per umbrella to print. Reprint orders (minimum of 25 umbrellas) will be charged only at 25¢ per umbrella to print. Please indicate the ink color desired. For 2-color, or 3-color printing, merely double or triple the above costs, on initial orders and reprint orders.

Umbrella Silk Screening is a custom order and will take approximately 30 days for delivery.

Ben Hogan Shafts

DESIGNATION	FLEX	SWING WEIGHT
APEX 1	Ladies	C7, C8, C9
APEX 2	Flexible	D0, D1, D2, D3
APEX 3	Medium	D1, D2, D3, D4
APEX 4	Stiff	D2, D3, D4, D5

Models listed below are available in single standard swing weights only:

Princess 1150 Woods and 1502 Irons

Ben Hogan Junior 1170 Woods and 1700 Irons

"Little Ben" 1160 Woods and 1600 Irons

GENERAL CONDITIONS OF SALE

Prices listed herein cancel all prices previously quoted. All prices subject to change without notice. Prices prevailing at time of shipment will apply. All re-sale prices contained herein are suggested prices only and are not binding on any person. All items listed herein are subject to withdrawal or change without notice.

All orders received are subject to our acceptance and ability to deliver. No order is subject to cancellation or change without Hogan Co. approval.

Shipments are made F.O.B. Shipping point. Any claims for shortage of goods must be made within 30 days after receipt of shipment.

NOTICE: The buyer or user assumes all risk of injury due to breakage, splitting or other causes resulting from the use of any equipment herein advertised.

REGISTRATION OF HOGAN WOODS AND IRONS

All top grade wood and iron clubs are individually registered in matched sets with the number stamped on each wood and iron.

To avoid delay in processing "fill-in" club orders, please indicate the registration number and complete specifications of your set on all correspondence.

FOR SALES WITHIN THE UNITED STATES ADDRESS ALL CORRESPONDENCE TO:

AMF

BEN HOGAN CO.
2912 West Pafford Street, Fort Worth, Texas 76110
Phone (817) 924-4291 / Cable "HOGANCO" Forth Worth

BEN HOGAN EQUIPMENT IS SOLD ONLY THROUGH GOLF PROFESSIONAL SHOPS

SALE OF BEN HOGAN MERCHANDISE TO FOREIGN COUNTRIES IS HANDLED BY:

Export Sales Office

AMF INTERNATIONAL

Division of AMF Incorporated
261 Madison Avenue, New York, New York 10016
Cable "AMMAFOCO" New York

BEN HOGAN AUTHORIZED REPAIR CENTERS

EASTERN REGION

Jack DeMane
Chapel Street
Greenwich, Connecticut 06832

Hampton's Golf Service
552 Warren Avenue
E. Providence, R. I. 02914

Baltimore Golf Club Repairs
Bill Lehrl
Rt. 1, Box 272A
Lutherville, Md. 21093

SOUTHERN REGION

Donnelly's Club Shop
Bruce M. Donnelly
1252 Seminole Blvd.
Largo, Florida 33540

Sonny Lambert Golf Repair
Box 12363
3204 Alta Mere Drive
Fort Worth, Texas 76116

McDonald Golf Repair
James W. McDonald
9659 Beverly Hill
Houston, Texas 77042

W. P. Witherspoon
Golf Club Repairs
2717 Putnam Drive
Columbia, S. C. 29204

Hunt Teel
857 Holcombe Avenue
Mobile, Alabama 36606

MIDWEST REGION

Golf Repair Service, Inc.
George Nagy
5220 Market Street
Youngstown, Ohio 44512

Charles J. Kless
2823 W. 87 Street
Evergreen Park, Illinois 60642

Frank Navarro
356 North Kokomo
Derby, Kansas 67037

Joe Floden Golf Repair Service
3032 Curran Road
Louisville, Kentucky 40205

WESTERN REGION

Mario's Golf Repair Shop
Mario Cesario
1428 West Park Avenue
Redlands, California 92374

Roy R. Yoakum
Golf Shop
1018 E. Walker Drive
Hobbs, New Mexico 88240

George A. Drebing
Colorado Golf Repair
721 Grant Street
Denver, Colorado 80203

Smith's Golf Service
S. J. Smith and I. R. Smith
181-A Mayhew Way
Walnut Creek, California 94596

T & M Golf Club Sales
Morris Firstman
5164 Paradise Road
Las Vegas, Nev. 89109

WIDE AREA TELEPHONE SERVICE

Customers outside of Texas can call the Ben Hogan Company free of charge any time of the day or night. To place an order, just pick up a phone anywhere outside of Texas and dial 1-800-433-2510. When using the WATS line, be sure to give your name, club, area code, phone number and address.

THE FOLLOWING TERMS ARE THE TRADE MARKS OF THE BEN HOGAN COMPANY

Accur-Aim
Ben Hogan®
Ben Hogan Apex®
Ben Hogan "Little Ben"
Ben Hogan Princess
Ben Hogan Rail
Ben Hogan "True-Set"
Bounce Sole
Contour Head Covers
Dura-Ply®
Exact Balance®
Fashion/Colour®
Flash Reaction
Form Fit Head Covers
Hogan 1 Plus
Hogan Plus 1
Hogan Star®
Percussion Center 7
Percussion Center
Pex Shaft
Power Thrust®
Reserve Energy Recoil
Slip-Proof
Speed Slot®
Sure-On
Sure-Out
True-Flex Gradation

LITHO-KROME® U.S.A.
COLUMBUS, GEORGIA

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